

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application.

COMPLETE LISTING OF THE CLAIMS:

Claims 1-20 : (Canceled)

Claim 21 : (Previously Presented) A method of recommending transactions to potential customers traveling through a venue in which the transactions are offered, comprising the steps of:

- a) enabling each customer to carry a portable terminal having a wireless transceiver and a display;
- b) positioning a plurality of access nodes of a local area network at fixed, spaced-apart locations throughout the venue, each access node being in proximity with a different supplier of the transactions being offered at the venue, each access node having a wireless transceiver in wireless communication with the transceiver on the terminal when the customer is in proximity with the respective supplier proximally located to the respective access node;
- c) accessing a database for the respective supplier and retrieving a recommendation relating to the transactions being offered by the respective supplier; and
- d) displaying the recommendation on the display of the terminal for viewing by the customer.

Claim 22 : (Previously Presented) The method of claim 21, wherein the displaying step includes the step of displaying different categories of products being offered by the respective supplier.

Claim 23 : (Previously Presented) The method of claim 21, and the accessing step includes accessing a customer database in which shopping profiles are stored, and wherein the retrieving step includes retrieving selected transactions based on the shopping profile of the respective customer.

Claim 24 : (Previously Presented) The method of claim 21, wherein the enabling step uniquely identifies the respective terminal with the respective customer.

Claim 25 : (Previously Presented) The method of claim 21, and positioning a master access node of the network at a general location in the venue, the master access node having a wireless transceiver in wireless communication with the transceiver on the terminal when the customer is in proximity with the general location, and the step of displaying general information on the display for viewing by the customer.